

Rep Order# 3893 Ver# 3 Mod# 1 Status Confirmed
EC'd No

Traffic Order 665

Printed: 05/16/2012 5:22 PM

of 3

Last Received: 05/16/2012 5:00 PM

Showing Buylines: All Lines

Station WUPW-TV TOLEDO, OH.
Advertiser () US CHAMBER OF CMRC
Product US CHAMBER
Estimate# 435
Buyer Scott Kahn
Phone#
Fax#

Agency () MEDIA AD VENTURES
8136 OLD KEENE MILL ROAD, S#A-300
SPRINGFIELD, VA 22152
Agency C/P1/P2/E 106/120/435
Flight Dates 05/07/2012 - 05/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

— CONTRACT COMMENT —

$$SC = \star$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	10A-11A	MAURY POVICH	:30	\$50.00	05/07-05/11	3	1	3	\$250.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$50 CREDIT			05/14-05/18	2	1	2		
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/07-05/11	3	1	3	\$250.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$50 CREDIT			05/14-05/18	2	1	2		
	3	M-F	630P-7P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/07-05/11	3	1	3	\$300.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$60 CREDIT			05/14-05/18	2	1	2		
	4	M-F	7P-730P	THE OFFICE	:30	\$80.00	05/07-05/11	3	1	3	\$400.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$80 CREDIT			05/14-05/18	2	1	2		
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	6	M	9P-10P	HOUSE	:30	\$400.00	05/14-05/14	1	1	1	\$400.00	
	7	TH	8P-9P	IDOL	:30	\$1,250.00	05/10-05/10	1	1	1	\$1,250.00	
	8	SA	8P-9P	COPS	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
	9	SA	630P-11P	NASCAR	:30	\$950.00	05/12-05/12	1	1	1	\$950.00	
	10	M-F	10P-11P	FOX TOLEDO NEWS @ 10PM	:30	\$175.00	05/07-05/11	3	1	3	\$875.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$175 CREDIT			05/14-05/18	2	1	2		

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Salesperson FAX# 215-567-5938

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	11	SA	10P-1030P	FOX TOLEDO NEWS SATURDAY @ 10PM	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
	12	SU	10P-1030P	FOX TOLEDO NEWS SUNDAY @ 10PM	:30	\$175.00	05/13-05/13	1	1	1	\$175.00	
	13	M-F	11P-1130P	SEINFELD	:30	\$60.00	05/07-05/11	2	1	2	\$180.00	
				Buyline Comment: CXL 1X N/A W/O 5/14...\$60 CREDIT			05/14-05/18	1	1	1		
	14	M-F	1130P-12A	THE OFFICE	:30	\$60.00	05/07-05/18	2	2	4	\$240.00	
	15	SA	5P-6P	THE CLOSER	:30	\$25.00	05/12-05/12	1	1	1	\$25.00	
	16	SA	1030P-11P	SEINFELD	:30	\$50.00	05/12-05/12	1	1	1	\$50.00	
	17	SA	11P-12A	HELL'S KITCHEN	:30	\$35.00	05/12-05/12	1	1	1	\$35.00	
	18	SU	1030P-11P	RYCHNOVSKY	:30	\$50.00	05/13-05/13	1	1	1	\$50.00	

---REPORT TOTALS---

Report Totals: 48 / \$6,260.00

---SALES MONTHLY TOTALS---

May 12: 48 / \$6,260.00

Sales Totals: 48 / \$6,260.00

Station Totals: 48 / \$6,260.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$104,333	CATV	0%	WNGT	0%	WNWO	4%	WTOL	49%	WTVG	41%
		WUPW	6%								

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Traffic Order: .665

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---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE